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Research Paper

Culture, Tourism and the Centre for Education Statistics

Trade in Culture Services
A Handbook of Concepts and Methods

by Culture Statistics Program

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A Handbook of Concepts and Methods

Culture Statistics Program
Statistics Canada

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Canada owes the success of its statistical system to a long-standing partnership between Statistics Canada, the citizens of Canada, its businesses, governments and other institutions. Accurate and timely statistical information could not be produced without their continued cooperation and goodwill.

Acronyms

BOP	Balance of Payments
CPC	Central Product Classification
CSNA	Canadian System of National Accounts
EBOPS	Extended Balance of Payments System Services Classification
NAICS	North American Industry Classification System
OECD	Organization for Economic Co-operation and Development
PCH	Department of Canadian Heritage
SNA	System of National Accounts
UNESCO	United Nations Education, Scientific and Culture Organisation
WTO	World Trade Organization

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1. Key facts — What you need to know to get started

- Trade in culture services is measured according to the concepts and definitions laid out in the Canadian Framework for Culture Statistics.
- International transactions in services data are estimated according to the conceptual framework and methods of the Canadian System of National Accounts (CSNA).
- The unit of observation for culture is the product as defined by the Central Product Classification. We are measuring the value of services traded by culture industries as defined in the Framework.
- Valuations for transactions in culture services depend on amounts reported as receipts (exports) and payments (imports) by businesses and other reporting units operating in Canada.
- Estimates are based on Canadian dollars, unadjusted for inflation.
- The reference period is the calendar year.
- Data are typically presented by type of service, type of culture category, or by trading partner.
- Data are available at the national (Canada) level of geography. Provincial breakouts are not possible due to insufficient detail in the source data.
- Analytical conclusions based on "type of category" figures do not automatically apply to "type of service" figures, as culture categories are not necessarily compatible with balance of payment service types.

2. What is culture?

The *Canadian Framework for Culture Statistics* defines culture as "creative artistic activity and the goods and services produced by it, and the preservation of human heritage."[1] The framework emphasizes a measurement approach that is based on concepts such as occupations, industries and commodities that can be harmonized with standardized statistical systems[2] and systems of classifications[3] that are currently in use at Statistics Canada.[4]

3. What is a service?

A service can be defined as an *action* that can be bought or sold. For instance, writing a book, advertising a live performance, or designing a concert hall are all services that can be purchased. In these cases, the services, or actions, involved are *writing, advertising, and architectural (design) services*. This contrasts with a good – that is, a tangible item that can be bought or sold, such as a book or an original work of art.

International trade in goods versus services

....It is not always practical to separate trade in goods from trade in services....

Services differ from goods in a number of ways, most commonly in the immediacy of the relationship between supplier and consumer. Many services are non-transportable, i.e., they require the physical proximity of supplier and customer – for example, the provision of a hotel service requires that the hotel is where the customer wishes to stay, a cleaning service for a business must be provided at the site of the business, and a haircut requires that both hairstylist and client be present. (Manual on International Statistics, United Nations, 2002:8)

In more general terms, services can be seen as covering a wide and complex variety of transactions on products that are generally intangible in nature; and from the viewpoint of international transactions in services,

> ... Services are heterogeneous outputs produced to order and typically consist of changes in the conditions of the consuming units realized by the activities of producers at the demand of the consumers. By the time their production is completed they must have been provided to the consumers.
>
> Since, by nature, most services are not traded separately from their production, these transactions usually require the simultaneous presence of the producer and the consumer of the services.[5]

Examples of service activities are wholesale, retail, telecommunication, professional, scientific and technical, arts, entertainment and recreation, transportation and warehousing, information and culture, and accommodation.

Statistics on international trade in services are processed and published by the Balance of Payments Division of Statistics Canada. The Balance of Payments Division collects much of the data on commercial services through its comprehensive survey on International Transactions in Commercial Services—BP-21S (annual). Canadian statistics on cross-border services are produced for over 25 categories based on the conceptual framework and detailed classifications set out in the United Nations document entitled *Manual on Statistics of International trade in Services.*[6]

4. What is a culture service?

The Canadian Framework for Culture Statistics includes the following activities in the definition of culture services: creative services, intellectual property rights for culture products, artistic expression, content services, and preservation services.

Perhaps the most intuitive example of a creative service is a performance. Live performances are intangibles that can be bought and sold and involve creative artistic activity. Performances can be final demand products (you pay to see a show) or intermediate inputs (production services). Examples of live performances are theatrical plays or musical performances.

The framework also recognizes two forms of intellectual property rights – *trademarks and copyrights*. *Trademarks* refer to licensing services for the use of trademarks and franchises, whereas *copyrights* refer to licensing services for the right to use entertainment, literacy or acoustic originals. The rights to use these assets involve one-time or ongoing streams of payments (often referred to as royalty payments and licence fees).[7] Since rights are an intangible item, they are collected and reported as services. Care must be taken to distinguish between the value of creation/performance services paid for as a flat fee (e.g. "session" musicians paid a set amount up front) and those that generate royalties (e.g. payments based on compact disc sales, payments based on radio airplay, a one-time payment for film rights to a novel, and so on).

Artistic expression such as *broadcasting* services are final demand services, although no direct payment is made from the consumer to the supplier. Broadcasts can be thought of as the distribution of live or pre-recorded performances to consumers via electronic media. This definition would include radio and television broadcasts, be they over the airwaves, cable, satellite or internet.

Content services add to or alter a culture product. These types of intermediate products can be illustrated with the broad category of *film production and distribution*. Film production services refer to all the activities or investments that are involved in the making of a film, such as actors, technical crew, equipment, studio expenses, location shooting, props, special effects, soundtrack recording, editing, post-production, and subtitling/dubbing. Another example of content services is graphic design services for a book cover. Appendix A provides a complete listing of culture services as defined in the Framework.

Intermediate Inputs and Final Demand Products

When measuring culture services trade, we include both intermediate and final demand products. Intermediate inputs are goods or services used by businesses for the purposes of producing other goods and services. For example, producing a book requires the services of a writer/author to write the book (a creative writing service). It is edited at the publishers (editing service) and then printed and bound at the printers (printing and bookbinding services). Final demand products are goods and services purchased for final consumption, such as purchases by consumers, purchases by government, investment expenditures, and purchases by non-residents (exports). An example of a final demand service is a movie.

An outcome of including both intermediate inputs and final demand products is that the same product might show up in several different places in culture trade statistics. Consider a blockbuster movie, produced by a company in the United States, and the following hypothetical trade transactions:

- a Canadian actor goes to the United States to shoot some scenes (service export — performance services)
- location shooting takes place in Canada (service export — film production services)
- a Canadian company adds special effects during editing and post-production (service export — film production services)
- film reels are sent to Canadian distributors to screen in movie theatres (goods import AND copyright import)
- a Canadian company obtains the license to produce DVDs of the movie for the world market (copyright import from US AND copyright export to the world, as well as goods export to the world)
- a Canadian retailer imports videotapes of the movie made in Korea (goods import and copyright import)
- a Canadian television broadcaster obtains rights to the movie from the US producer (broadcast content import and copyright import)

5. What is the relevance of culture services trade data?

Culture trade is on the agenda at a number of bilateral and multilateral organizations in which Canada participates, including the World Trade Organization and talks related to the Free Trade Zone of the Americas. Canadian negotiators and other officials working on these issues benefit from having reliable estimates and analysis of culture trade in developing policy positions and bargaining strategies for negotiations, and in preparing cases and defences for trade tribunals, such as countervail hearings.

Canada at the WTO

In a well known trade dispute brought to the World Trade Organization in 1997, the main issue of contention related to the Canadian regulations governing "split runs" of magazines. Split runs are "periodicals with the same or similar editorial content as those published in foreign countries, which contain an advertisement directed to the Canadian market".

Split runs can be published abroad and shipped into Canada, implying that the Canadian-directed ad content is first sent out. Alternatively, the editorial content can be transmitted to Canada, and the ads inserted here. The difference is that in the first case, we are importing goods (magazines), and exporting services (ad content). In the second case, we are importing services (editorial content). To the end-consumer at the magazine stand, there is no difference between the two business models, but in terms of trade data, there is.

Further, the promotion of culture exports is the subject of numerous Government of Canada, provincial and local programs, including the Trade Routes program of the Department of Canadian Heritage (PCH), Foreign Affairs Canada, International Trade Canada, the Cultural Industries Development Fund of the Business Development Bank of Canada, and the International Markets Program of Telefilm Canada. Policy-makers require relevant and usable statistics in order to develop policy initiatives. As an added benefit, statistics and analyses serve clients from culture industries, associations, and interest groups in assessing export markets, foreign competition, and issues and trends in the sector. Statistics Canada culture trade data also support policy analysis by the Department of Canadian Heritage, and are used by the United Nations Education, Scientific and Culture Organisation (UNESCO) in its international studies of the culture sector.

6. How is trade in culture services classified?

The unit of observation for measuring culture services is the product. Culture services are grouped according to the Central Product Classification system (CPC – version 1.1) developed by the United Nations.[8]

The CPC classifies products (both goods and services) into a system of categories that are both exhaustive and mutually exclusive. Products are grouped together based on the physical properties and/or the intrinsic nature of the products (such as raw materials, stage of production, prices, or intended market or user of the product), and on the principle of industry of origin.

The Culture Statistics Program uses the CPC to produce statistics on international trade in culture services. In general, the CPC closely follows the definition of products in the SNA, although it provides less detail than other classifications such as the Harmonized System for international commodity trade statistics. Culture trade data are grouped into culture categories according to the CPC groupings.

7. What does trade in culture services measure in practice?

Culture services data provide information on the value of imports and exports of Canada's international trade in services in the form of data tables.

International trade in the services: The four modes of supply

International standards identify four supply modes of international trade in services:

Mode 1 or "cross-border supply" applies when the consumer remains in his or her home country while the service crosses national borders, the supplier being located in a different country. For example, the delivery of services by fax, telephone, internet, mail, or by courier.

Mode 2 or "consumption abroad" applies when the consumer travels to the supplier's country and purchases a service. Examples are tourist activities such as museum visits, or medical treatments of non-residents.

Mode 3 or "commercial presence" applies when businesses supply services internationally through the activities of their foreign affiliates abroad. Examples are courses in a foreign-owned school, or medical services provided by a foreign-owned hospital.

Mode 4 or "presence of natural persons" applies when the supplier travels to the consumer's country to provide the service. For example, financial auditing services by an auditor sent by a foreign firm.

Culture service estimates apply to modes 1 and 4 only, since culture services trade data are constructed from balance of payments estimates in commercial services only.

Trade in international services consists of transactions between residents and non-residents. Data are grouped according to culture framework categories, commercial service types, and by trade partner.

8. How is trade in culture services estimated?

Trade in services has been part of the Canada's system of national accounts since 1926[9]. Estimates of trade in culture services were first produced by the Culture Statistics Program in 2004, with the development and implementation of the Canadian Framework for Culture Statistics.

Data sources

International trade data in services are obtained from the Balance of Payments Division of Statistics Canada. The Balance of Payments Division collects much of the detail on services through its comprehensive annual survey of international transactions in service of over 3,000 firms in Canada.[10]

Country of control, residency and foreign affiliate trade

Residency, and not country of control (ownership), is used to identify whether international trade is taking place. For example, if a Canadian company has a subsidiary located in the United States, sales of goods and services by the subsidiary are not considered to be Canadian exports. Indeed, if the Canadian subsidiary provides services to clients in Canada, these would be considered to be imports.

Since services are intangible, usually the buyer and seller have to be present when the transaction takes place. In other words, services tend to be provided "on-site". For this reason, in order to trade services, many firms will establish affiliated companies in the target market.

Every so often, however, data are collected by Statistics Canada that reflect the international operations of a multinational company. In particular, this can occur for Canadian-owned corporations operating in Canada as well as other countries. During editing and estimation, care is taken to identify these cases and to isolate the within-Canada portion of economic activity.

International transactions in services are a major component of the current account of Canada's balance of international of payments. According to the balance of payments framework, services are grouped into four major categories: travel, transportation, commercial services and government services. The service accounts, together with goods, investment income, and current transfers make up the Current Account of the Balance of Payments. Culture services data are based on the commercial services component of the current account of the balance of payments.

Balance of payments data are compiled from a number of different sources:

Information services, royalties and licence fees are compiled from the annual survey of international transactions in services, including transactions of copyright collectives.

Advertising and related services data are obtained from the annual survey of international transactions in services. Included also are benchmark projections of expenses in Canada of representative offices of foreign banks as well as representative offices of Canadian banks located in other countries.

Architectural, engineering services data are taken from the annual survey of international transactions in services. These data are augmented by additional data for certain engineering, architectural, and technical services surveyed by the Service Industries Division.

Miscellaneous services to business data are based on the annual survey of international transactions in services.

Audio-visual services data are obtained from results of annual surveys of the Services Division and the Culture, Tourism, and the Centre for Education Statistics Division of Statistics Canada, including film producer and distributor data from 1988. Statistics are supplemented from various provincial sources and studies.

Data for broadcasting are based on longstanding survey information obtained on an annual basis from the Service Industries Division. Estimates of performing arts are based on benchmark investigations of receipts and payments by major participants.

Data on personal, cultural and recreational services are projected. At present, coverage is limited to data on international activity of trade unions. Until recently, the data were estimated from annual returns filed with Statistics Canada under the former Corporations and Labour Unions Returns Act - the Act no longer covers labour unions.[11]

Data estimation

Estimates of trade in culture services are based on receipts (exports) and payments (imports) data from micro-data files produced by Balance of Payments Division. Conceptually, BOP uses the Canadian System of National Accounts accounting framework to produce data on international transactions in services. Data are loosely grouped according to the Extended Balance of Payments Services Classification (EBOPS) developed by the OECD and Eurostat, in consultation with the International Monetary Fund.[12]

The Culture program uses the Canadian Framework for Culture Statistics to produce data on trade in culture services. Data are grouped according to the Central Product Classification (CPC) developed by the United Nations.

As the two conceptual frameworks differ substantially, a harmonized data base is required in order to measure and tabulate trade data in culture services. The metadata that is applied to the micro-data files from Balance of Payments Division forms the basic infrastructure of how the data are transformed from the national accounting framework to the culture framework. Here, balance of payments data are transformed into culture data by linking the two different conceptual frameworks through the use of CPC codes.

In practice, the database is constructed using three separate data transformations: Balance of Payments categories are mapped to Extended Balance of Payments categories (see Appendix G), Extended Balance of Payments categories

are concorded to CPC codes (see Appendix H), and finally, CPC codes are assigned to specific culture framework categories and sub-categories (see Appendix A).

Country mappings and definitions are also specified in the metadata that ensures an appropriate concordance between country definitions provided by Balance of Payments Division, and country definitions from a culture framework perspective. These are normally consistent, however there are times when the Culture program aggregates countries and territories that are normally reported separately by Balance of Payments Division. These exceptions typically occur where the territory trade values, from a culture perspective, are too small to be published individually.

Tabular data on culture services are obtained by extracting the culture components of trade in services from the data on international transactions in commercial services[13]. As data are not available at the detailed CPC code level, CPC data are proxied from the balance of payments data using a supplemental industry variable.[14] This is accomplished in two separate stages. First, each Balance of Payments grouping is assigned to a subset of CPC code/s. A unique set of industry codes are assigned *a priori* to each CPC code. Level estimates for each culture category are then obtained by cross-tabulating the industry level values by appropriate balance of payments groupings.

Type of service and type of industry — a frequent mix-up

Due to the interrelatedness between the industry classification and product classification, the term "services" is frequently used to describe a type of industry, as opposed to a type of product. While "services industries" is a widely-accepted and fairly well-understood grouping, it is easy to neglect the fact that these industries also produce goods. Similarly, the goods-producing industries also produce services. For example, magazine publishers, classified in the services sector, produce magazines. Meanwhile, bookbinding shops, classified within manufacturing and therefore the goods sector, provide bookbinding services. The distinction between "type of service" and "type of industry" is an important one when using culture services trade data. We are not measuring the services of culture industries; we are measuring culture services by all industries.

For example, to estimate data for *news agency services*, the framework specifies two CPC codes (84410 and 84420) that are related to two culture categories – Writing and published works and Broadcasting. The CPC codes for news agency services are mapped to the Balance of Payments category "Information services". As balance of payments estimates of Information Services include more CPC codes than are considered to be in-scope for culture, only the transactions that are associated with news agency services are selected from the data for this particular Balance of Payments grouping.

Estimates for each culture category are then derived by including data from the industries that are assigned to the CPC code for each category (see Appendix F). In this instance, the (NAICS) industry codes that associate news agency services (CPC code 84410) with Writing and Published works, are as follows: 323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, and 511190. For Broadcasting, the relevant industry codes that are associated with news agency services (CPC 84420) are (NAICS) 515110, 515120, 515210, and 517510.

Adjustments

Adjustments are applied to the transactions in services data during processing in order to produce a more precise estimate of culture than is possible from the Balance of Payments data. However, the impact of the adjustments on the level estimate can vary depending on the type of the adjustment.

For instance, when trade data are transformed from a balance of payments conceptual framework to the culture framework, a portion of the Balance of Payments data that cannot be allocated to individual culture categories (primarily due to insufficient detail) are assigned to an 'unallocated' category in the culture trade tabulations. Decisions to reallocate data from the unallocated portion to more meaningful categories are made on an individual basis taking into account factors such as the primary activity of the company, as well as historical trends in the data. These types of adjustments tend to affect the industry coding of the company rather than an adjustment to the level estimates, per se.

Other types of adjustments consist of coding the data at a more detailed level than is available from Balance of Payments Division. These adjustments affect how the data are aggregated. Typically, they are made in consultation with Balance of Payments Division to ensure consistency in the trade data and do not necessarily affect the level estimates.

Adjustments are also made to counter weaknesses in the data, such as under-coverage. For example, in estimating culture services, the import data are normally adjusted in order to compensate for under coverage in Advertising and Architecture services. The reason for under-coverage is that the industries to which the major clients – such as general retailers and construction companies – of these two culture categories are classified are not included in the culture framework. As a result, the export estimates tend to be more accurate than the import estimates for these two culture categories. To correct for this, an adjustment factor is applied to the import data, based on the relative proportions of in-scope records for exports and imports.

The adjustment factor (or coefficient) is estimated by calculating the proportion of in-scope records as a percentage of all records in the universe (in-scope + out-of-scope), for exports and imports. The factor is calculated separately for exports and imports for each balance of payments category. Next, the import proportion is subtracted from the export proportion , and the difference in percentage terms (the adjustment factor), is then multiplied by the out-of-scope import values for each of the affected categories. This gives us the adjustment value.

The two basic assumptions of the bias calculation are: (1) there is under coverage in imports of culture services, and (2) the in-scope proportion of the import universe is proportionate to the in-scope proportion of the export universe for each service type. Hence in order to correct for under coverage, the import data are increased by the difference between the export and import proportions, for each of the culture categories. The increase comes from the out-of-scope import data, and is calculated separately for each culture category.

For example:

For any given BOP type

Export in-scope value = 30

Export universe value (in-scope + out-of-scope) = 100, hence the in-scope proportion for exports = 30%

Import in-scope value = 20

Import universe value (in-scope + out-of-scope) = 100, hence the in-scope proportion for imports = 20%

Solving for differences, the adjustment factor then becomes 30% - 20% = 10 percentage points

The adjustment value is then calculated by applying the adjustment factor (10% of the out of scope value) to the import value for each service type.

For example:

Import value for Advertising services =20

Adjustment Value=15 x 10%= 1.5

Adjusted Import value for Advertising=21.5

According to this type of treatment, if the export proportion is larger than the import proportion, then correcting for under coverage in the import data is justified. However, if the export proportion is less than the import proportion, then the adjustment factor (and ultimately the adjustment value) will be negative - effectively invalidating the assumption of under coverage. In these situations, the adjustment value is converted to 0.

Adjustments of this type tend to have a direct impact on the final estimates. On average, adjustments for under coverage account for up to 5% of the estimates for Advertising and Architecture services combined.

Data weaknesses

There are businesses in Canada that define their products as 'new media' or 'digital interactive media' or 'crafts'. This activity has not been defined as a separate industry under NAICS, and hence cannot be measured as distinct categories in the culture framework. However, culture commodities produced by establishments involved in new media or crafts are integrated with other industries in the framework such as those that produce digital video, audio, images, and computer graphics, or industries that produce visual arts products.

9. How good is the quality of the data?

Before international trade in services data are published, steps are taken by Balance of Payments Division to ensure the quality of the estimates. Aggregate level estimates of Canada's international trade in services are compared with previous years' data. Also, the time series trend is compared to the time series trend of other related indicators such as supply and disposition statistics, and partner countries' international trade data. When data at the aggregated level appear suspicious, the detailed elements of the suspicious results are examined for possible entry errors or erroneous imputation.[15]

Quality evaluations are also performed by the Culture Statistics Program in the form of historical trend analysis, using subject-matter expert judgment. This method is used to identify anomalies in the services trade data for a given period. This error detection process is conducted at the final stage of aggregation of the culture services trade categories, and involves two stages.

Initially, a process of data validation is applied. This is done to ensure that specifications are followed accurately and that the dataset produced are within acceptable parameters. A secondary goal of validation is to ensure that processing errors are minimized in the final estimations. For example, an algorithm may be used to verify that there are no duplications in the file, or that certain key variables exhibit only expected values.

Next, a certification process is implemented. At this stage, the data are looked at from the perspective of data quality and reasonableness of estimates. Specific indicators are derived in order to evaluate the quality of tabular data, such as year over year percentage differences, or the calculation of shifts in market shares. Supplementary data sources are also used, when appropriate, to support analyses or major findings. An example of this type of data may be foreign exchange rates published by the Bank of Canada.

When errors are detected, a data reconciliation process is undertaken with Balance of Payments Division to ensure that data anomalies are valid, or are corrected.

10. How accurate are culture trade statistics?

Statistics Canada makes every effort to ensure that administrative and survey data are conceptually correct for the use to which they are put. Any anomalies or inconsistencies detected are verified with the source, and where necessary, adjustments are made. Typically, error detection activities are conducted during the data capture or edit stage of a survey process. For the trade in services data, error detection measures are conducted by the Balance of Payments Division of Statistics Canada (see Appendix G).

Error detection measures entail data comparisons with previous years' data, or respondent follow-ups in instances where the questionnaires contain incomplete or missing information on service transactions. Other types of error detection measures consist of comparing totals that are reported with the sum of the components, or with data from other sources for validation.[16]

The quality of culture trade data are dependent on the quality of the underlying data sources that are used, and in the way that these sources are combined. While considerable effort is made to ensure high standards throughout all stages of collection and processing, the resulting estimates are inevitably subject to a certain degree of non-sampling error. Examples of non-sampling error are coverage error, data response error, non-response error and processing error. Coverage error can result from incomplete listing and inadequate coverage of the population of Canadian transactors that engage in international imports or exports of services. An attempt is made to cover all of Canada's international transactions in services. Nonetheless, there are some aspects that are covered more thoroughly than others.

Coverage of businesses with large amounts of imports or exports of services is believed to be good. Coverage of businesses with smaller amounts of international transactions in services is not as good, due to difficulty identifying such units. There are, however, many data sources that are used in conjunction with each other to help provide the desired coverage.

Coverage of international imports of services by households includes mainly travel and related services. Purchases by households of products that can be transferred electronically over the internet are estimated. Other types of international imports of services by households are not as well covered.

Coverage of international service transactions by the Canadian government is believed to be good. The coverage of transactions by provincial and municipal governments is not good, but the values missing are believed to be small. Coverage of non-resident governments spending on Canadian produced services is not as good, especially for countries other than the United States.

Data response error may be due to questionnaire design, the characteristics of a question, inability or unwillingness of the respondent to provide correct information, misinterpretation of the questions or definitional problems.

Non-response error is related to respondents that may refuse to answer, are unable to respond or are too late in reporting. In these cases, data are imputed. The extent of any imputation error decreases with increases in the response rate and attempts are therefore made to obtain as high a response rate as possible.

Processing error may occur at various stages of processing such as data entry, editing and tabulation. Measures have been taken to minimize these errors. Data entry and edit are performed simultaneously due to the spreadsheet design which allows errors to be quickly seen. Historical ratios also aid in eliminating outliers created by data entry. Tabulation is automated to eliminate human error.

11. When and how often are data on culture services trade released?

The reference period for the survey is the calendar year. Data for trade in culture services was first released in September 2004, with coverage from 1996-2002. Culture data depend on the availability of detailed services data, by industry and trade partner, that are released by Balance of Payments division, approximately 18 months after the reference period. Trade in culture services are published approximately two years after the reference period.

12. How accessible are culture services trade data?

Culture services trade can be accessed in a number of ways. When the data are first released, they are published in the Daily, Statistics Canada's official release vehicle. Data tables are simultaneously published in the Guide to Culture Statistics, where they are accessible at no cost. Custom tabulations on a range of variables are also made available on a cost recovery basis. Data fields that can be used in custom retrievals include: type of industry, trade partner and trade bloc. From time to time, analyses of culture services trade are published in *Focus on Culture*. A list of articles under the theme of culture trade can be found on the official Statistics Canada website at www.statcan.ca.

13. How coherent are culture services trade data?

Culture services trade estimates and culture goods trade estimates are based on different data sources. As such, it is not recommended that these data be summed together. There are differences between the two data series in terms of survey vehicles used (administrative customs data *versus* respondent-based financial data), concepts (service *versus* goods), definitions (Central Product Classification *versus* Standard Classification of Goods[17]), and valuations (customs basis *versus* balance of payments basis).

Statistics Canada's international trade statistics on goods are presented on either a balance of payments or a customs basis. What is the difference?

Customs basis implies using transaction values at the point of exit for Canadian exports and from the point of last direct shipment for Canadian imports. Transaction values include all transportation and associated costs at the place of direct shipment to Canada (excluding freight and insurance costs). Exports include domestic freight charges at the point of exit from Canada.

For balance of payments purposes, international standards call for goods to be recorded at market values at the border. This implies the additional charge of freight and related expenses to the point of exit valuation. Other adjustments are also made for coverage, timing, residency and valuation.

Notable among these, in terms of culture products, are adjustments to capture small shipments sent to Canada by mail, such as subscriptions to foreign magazines.

On the other hand, culture services trade data are compatible with Balance of Payments Division data on Canada's overall services trade and with international standards for measuring the international trade of services.

UNESCO framework

According to UNESCO, culture encompasses a broad range of social and economic systems that define a society –creative artistic expression, education, lifestyles, sports, nature, the environment, heritage, culture preservation, value systems, and traditional beliefs.[1] Statistics Canada utilizes the UNESCO framework as its basic foundation. However, for practical considerations, only two dimensions of the UNESCO framework are incorporated into the Canadian definition of culture – namely, creative artistic expression and the preservation of human heritage. The UNESCO framework incorporates many fields that are viewed as distinct in the Canadian national statistical system. For example, the UNESCO framework includes an ethno-cultural dimension. In Canada, data of this type are normally grouped with Demography and Immigration statistics, and hence cannot be easily delineated in the context of culture.

[1] Mexico Declaration on Cultural Policies. World Conference on Cultural Policies, Mexico City, 26 July-6 August, 1982.

Appendix A

Culture services

Defined using codes from the Central Product Classification (CPC Version 1.1)

	Type		Status		
	Intermediate input	Final demand	Core	Non-core	CPC
Writing and published works					
Books					
Services of authors, composers, sculptors and other artists, except performing artists	✓		✓		96320
Newspapers and periodicals					
Services of authors, composers, sculptors and other artists, except performing artists	✓		✓		96320
Other printed materials					
Services of authors, composers, and other artists, except performing artists	✓		✓		96320
Publishing services					
News agency services to newspapers and periodicals	✓		✓		84410
Map-making services	✓		✓		83540
Translation and interpretation services	✓			✓	83910
Licensing services for the right to use entertainment, literary or acoustic originals	✓			✓	73320
Licensing services for the rights to use trademarks and franchises	✓			✓	73340
Publishing, on a fee or contract basis		✓	✓		89110
Film and video					
Film					
Motion picture, videotape and television programme production services	✓		✓		96121
Audio-visual production support services (part)	✓		✓		96130
Motion picture, video tape and television programme distribution services (part)	✓		✓		96141
Film and video post-production services (part)	✓		✓		96142
Other services related to the production of motion pictures, video tapes and television and radio programmes (part)	✓		✓		96149
Motion picture and video tape projection services		✓	✓		96150
Leasing or rental services concerning video tape	✓			✓	73220
Licensing services for the right to use entertainment, literary or acoustic originals	✓		✓		73320
Licensing services for the use of trademarks and franchises	✓		✓		73340
Services of performing artists	✓		✓		96310
Services of authors, composers, sculptors and other artists, except performing artists	✓		✓		96320
Supply of other personnel services	✓			✓	85129

Culture services (continued)

Defined using codes from the Central Product Classification (CPC Version 1.1)

	Type		Status		
	Intermediate input	Final demand	Core	Non-core	CPC
Broadcasting					
Motion picture, video tape and television programme production services (part)	✓		✓		96121
Radio programme production services	✓		✓		96122
Audiovisual production support services	✓		✓		96130
Motion picture, video tape and television programme distribution services (part)	✓		✓		96141
Film and video post-production services (part)	✓		✓		96142
Other services related to the production of motion pictures, video tapes and television and radio programmes (part)	✓		✓		96149
Broadcasting (programming and scheduling) services		✓	✓		96160
News agency services to audio-visual media	✓		✓		84420
Services of performing artists	✓		✓		96310
Services of authors, composers, sculptors and other artists, except performing artists	✓		✓		96320
Licensing services for the right to use entertainment, literary or acoustic originals	✓		✓		73320
Licensing services for the use of trademarks and franchises	✓		✓		73340
Sound recording and music publishing					
Sound recordings					
Sound recording services	✓		✓		96111
Audio post-production services	✓		✓		96112
Printed music					
Services of performing artists	✓		✓		96310
Services of authors, composers, sculptors and other artists, except performing artists	✓		✓		96320
Licensing services for the right to use entertainment, literary or acoustic originals	✓		✓		73320
Licensing services for the use of trademarks and franchises	✓		✓		73340
Performing arts					
Performing arts event promotion and organization services		✓	✓		96210
Performing arts event production and presentation services		✓	✓		96220
Performing arts facility operation services		✓	✓		96230
Other performing arts and live entertainment services		✓	✓		96290
Services of performing artists		✓	✓		96310
Services of authors, composers, sculptors and other artists, except performing artists		✓	✓		96320
Architecture					
Architectural design and contract administration services	✓			✓	83212
Design					
Interior design services	✓			✓	83410
Other specialty design services	✓			✓	83490

Culture services (concluded)

Defined using codes from the Central Product Classification (CPC Version 1.1)

	Type		Status		
	Intermediate input	Final demand	Core	Non-core	CPC
Advertising					
Planning, creating and placement services of advertising	✓		✓		83610
Services of authors, composers, sculptors and other artists, except performing artists	✓			✓	96320
Festivals					
Performing arts event promotion and organization services (part)		✓	✓		96210
Performing arts event production and presentation services (part)		✓	✓		96220
Other performing arts and live entertainment services (part)		✓	✓		96290
Services of performing artists (part)	✓		✓		9631
Licensing services for the right to use entertainment, literary or acoustic originals	✓		✓		73320
Licensing services for the use of trademarks and franchises.	✓		✓		73340
Heritage					
Museum services except for historical sites and buildings		✓	✓		96411
Preservation services of historical sites and buildings		✓	✓		96412
Botanical and zoological garden services		✓	✓		96421
Nature reserve services including wildlife preservation services		✓	✓		96422
Services of authors, composers, sculptors and other artists, including restoration services for works of art, except performing artists	✓		✓		96320
Licensing services for the right to use trademarks and franchises	✓		✓		73340
Library and archives					
Library services		✓	✓		84510
Archive services		✓	✓		84520
Photography					
Portrait photographic services	✓			✓	83811
Advertising and related photography services	✓			✓	83812
Action photography services	✓			✓	83813
Specialty photography services	✓			✓	83814
Restoration, recopying and retouching services of photography	✓			✓	83815
Other photographic services	✓			✓	83819
Photography processing services	✓			✓	83820
Educational services					
Fine art schools – Post-secondary technical and vocational education services	✓			✓	9231
Fine art schools – University and other higher education services	✓			✓	9239

Appendix B

Balance of Payments service categories

Communications services
Construction services
Insurance services
Primary life and non-life insurance
Reinsurance, life
Reinsurance, non-life
Reinsurance commissions
Other financial services
Computer and information services
Computer services
Information services
Royalties and licence fees
Patents and industrial design
Trademarks
Franchises
Copyrights and related rights
Software and other royalties
Non-financial commissions
Equipment rentals
Management services
Legal services
Other management services
Advertising and related services
Research and development
Architectural, engineering, and other technical services
Architectural and engineering services
Other technical services
Miscellaneous services to business
Miscellaneous business services
Tooling and other miscellaneous services
Audio-visual services
Personal, cultural and recreational services

Appendix C

Commercial services categories uses to create culture categories

Code	Service type
31	Information services
35	Trademarks
38	Copyrights
62	Advertising
68	Architecture
85	Business services
87	Broadcasting
88	Films
90	Performing arts
91	Other audio-visual
98	Other personal, cultural and recreational services

Appendix D

The Culture Sector

Defined using NAICS codes

Writing and published works

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	51111 Newspaper publishers	323113 Commercial screen printing	41442 Book, periodical and newspaper wholesalers	61161 Fine arts schools
	51112 Periodical publishers	323114 Quick printing	45121 Book stores and news dealers	71141 Agents and managers for artists, athletes, entertainers and other public figures
	51113 Book publishers	323115 Digital printing		81321 Grant making and giving services
	51119 Other publishers	323119 Other printing		81331 Social advocacy organizations
	51611 Internet publishing and broadcasting	32312 Support activities for Printing. This industry comprises establishments primarily engaged in providing support services to commercial printers, such as pre-press and bindery work.		8139 Business, professional, labour and other membership organizations

Film and video

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	51211 Motion picture and video production	33461 Manufacturing and reproducing magnetic and optical media	41445 Video cassette wholesalers	61161 Fine arts schools
		51219 Post-production and other motion picture and video industries	45122 Pre-recorded tape, compact disc and record stores	71141 Agents and managers for artists, athletes, entertainers and other public figures
			51212 Motion picture and video distribution	81321 Grant making and giving service
			51213 Motion picture and video exhibition	81331 Social advocacy organizations
			53223 Video tape and disc rental	8139 Business, professional, labour and other membership organizations

Broadcasting

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	51511 Radio broadcasting		51511 Radio broadcasting	61161 Fine arts schools
	51512 Television broadcasting		51512 Television broadcasting	71141 Agents and managers for artists, athletes, entertainers and other public figures
	5152 Pay and speciality television		5175 Cable and other program distribution	81321 Grant making and giving services
	51611 Internet publishing and broadcasting			81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Note: Establishments involved in Radio and television broadcasting are involved in both production and distribution.

The Culture Sector (continued)

Sound recording and music publishing

Creation	Production	Manufacturing	Distribution	Support services
71113 Musical groups and artists	51221 Record production	33461 Manufacturing and reproducing magnetic and optical media	41444 Sound recording wholesalers (rack-jobbers)	45114 Musical instruments and supplies stores
71151 Independent artists, writers, performers	51222 Integrated record production and distribution	51222 Integrated record production and distribution	45122 Pre-recorded tape, compact disc and record stores	61161 Fine arts schools
	51224 Sound recording studios	51223 Music publishers	51222 Integrated record production and distribution	71141 Agents and managers for artists, athletes, entertainers and other public figures
	7113 Promoters (presenters) of performing arts, sports and similar events			81321 Grant making and giving services
				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Performing arts

Creation	Production	Manufacturing	Distribution	Support services
71113 Musical groups and artists	71111 Theatre companies (including musical theatre and opera companies) and dinner theatres		711321 Performing arts promoters (presenters) without facilities	45114 Musical instruments and supplies stores
71151 Independent artists, writers, performers	71112 Dance companies			61161 Fine arts schools
	71119 Other performing arts companies (including circuses, magic shows, ice shows, puppet theatre, mime shows)			71141 Agents and managers for artists, athletes, entertainers and other public figures
	711311 Live theatre and other performing arts producers (presenters) with facilities			81321 Grant making and giving services
				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Visual art (original art)

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers			45392 Art dealers – Retailing of original works of art	61161 Fine arts schools
				81321 Grant making and giving services
				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

The Culture Sector (continued)

Visual art – other (non-core)

Creation	Production	Manufacturing	Distribution	Support services
71151 Independent artists, writers, performers	32711 Pottery, ceramics and plumbing fixture manufacturing Includes organizations engaged in the mass-production of collector plates (Bradford Exchange, Franklin Mint, etc.) and figurines, statues and statuettes: china, porcelain, ceramic, wood, metal and plastic).	323113 Commercial screen printing Includes establishments engaged in the manufacturing of mass-produced visual arts goods.	45392 Art dealers - Retailing of original works of art	61161 Fine arts schools 81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Architecture (non-core)

Creation	Production	Manufacturing	Distribution	Support services
54131 Architectural services 54132 Landscape architectural services				81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Photography

Creation	Production	Manufacturing	Distribution	Support services
54192 Photographic services	812921 Photo finishing laboratories (except one hour)		45392 Art dealers - Retailing of original works of art	61161 Fine arts schools 81321 Grant making and giving services 81331 Social advocacy organizations 8139 Business, professional, labour and other membership organizations

Design (non-core)[1]

Creation	Production	Manufacturing	Distribution	Support services
54141 Interior design services 54142 Industrial design services 54143 Graphic design services 54149 Other specialized design services				

The Culture Sector (concluded)

Advertising (non-core)

Creation[2]	Production	Manufacturing	Distribution	Support services
54143 Graphics design services	54181 Advertising agencies		54183 Media buying agencies	
541899 All other services related to advertising	54185 Display advertising		54184 Media representatives	
	54186 Direct mail advertising		54187 Advertising material distribution services	
	541891 Specialized advertising distributors		541899 All other services related to advertising	

Festivals

Creation	Production	Manufacturing	Distribution	Support services
7111 Performing arts companies	711322 Festivals without facilities			81321 Grant making and giving services
71113 Musical groups and artists				81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

Heritage

Creation	Production	Manufacturing	Distribution	Support services
	71211 Museums			81321 Grant making and giving services
	71212 Heritage and historic sites			81331 Social advocacy organizations
	71213 Zoos and botanical gardens			8139 Business, professional, labour and other membership organizations
	71219 Other heritage institutions			

Other information services

Creation	Production	Manufacturing	Distribution	Support services
51911 News syndicates	519121 Libraries			81321 Grant making and giving services
	519122 Archives			81331 Social advocacy organizations
				8139 Business, professional, labour and other membership organizations

1. The cultural output of this industry – the design – is an intermediate input to a non-cultural output. In this instance, production, manufacturing, distribution and support services are not appropriate.
2. A number of industries in production are also involved in creation, including advertising agencies, direct mail advertising and display advertising.

Appendix E

Mapping of Central Product Classification Codes to NAICS

Culture framework category	Sub-category	Product code CPC 1.1	Product description according to CPC version 1.0	NAICS 2002
Advertising		83610	Planning, creating and placement services of advertising	541430, 541810, 541830, 541840, 541850, 541860, 541870, 541891, 541899
		96320	Services of authors, composers, sculptors and other artists, except performing artists	541430, 541810, 541830, 541840, 541850, 541860, 541870, 541891, 541899
Architecture		83212	Architectural design and contract administrative services	
Broadcasting	Video	84420	News agency services to audio-visual media	515110, 515120, 515210, 517510
	Video	73320	Licensing services for the right to use entertainment, literary or acoustic originals	515110, 515120, 515210, 517510
	Video	73340	Licensing services for the use of trademarks and franchises	515110, 515120, 515210, 517510
	Video	96121	Motion picture, video tape and television programme production services (part)	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96122	Radio programme production services	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96130	Audiovisual production support services	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96141	Motion picture, video tape and television programme distribution services (part)	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96142	Film and video post-production services (part)	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96149	Other services related to the production of motion pictures, video tapes and television and radio programmes (part)	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96160	Broadcasting (programming and scheduling) services	515110, 515120, 515210, 516110, 517510, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Video	96310	Services of performing artists	515110, 515120, 515210, 517510
	Video	96320	Services of authors, composers, sculptors and other artists, except performing artists	515110, 515120, 515210, 517510
Design		83410	Interior design services	541410, 541420, 541430, 541490
		83490	Other specialty design services	541410, 541420, 541430, 541490
Festivals		73320	Licensing services for the right to use entertainment, literary or acoustic originals	711111, 711112, 711120, 711190
		73340	Licensing services for the use of trademarks and franchises	711111, 711112, 711120, 711190

Mapping of Central Product Classification Codes to NAICS (continued)

Culture framework category	Sub-category	Product code CPC 1.1	Product description according to CPC version 1.0	NAICS 2002
Film and video	Film	73320	Licensing services for the right to use entertainment, literary or acoustic originals	414450, 512110, 512120, 512130, 512190, 532230
	Film	73340	Licensing services for the use of trademarks and franchises	414450, 512110, 512120, 512130, 512190, 532230
	Film	85129	Supply of other personnel services	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230
	Film	96121	Motion picture, videotape and television programme production services	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96131	Audio-visual production support services (part)	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96141	Motion picture, videotape and television programme production services	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96142	Film and video post-production services (part)	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96149	Other services related to the production of motion pictures, video tapes and television and radio programmes (part)	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96151	Motion picture projection services	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96152	Video tape projection services	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	73220	Leasing or rental services concerning video tape	334610, 414450, 451220, 512110, 512120, 512130, 512190, 532230, 611610, 711410, 711510, 813210, 813310, 813910, 813920, 813930, 813940, 813990
	Film	96310	Services of performing artists	414450, 512110, 512120, 512130, 512190, 532230
	Film	96320	Services of authors, composers, sculptors and other artists, except performing artists	414450, 512110, 512120, 512130, 512190, 532230
Heritage		73340	Licensing services for the right to use trademarks and franchises	712111, 712119, 712120, 712130, 712190
		96320	Services of authors, composers, sculptors and other artists, except performing artists	712111, 712119, 712120, 712130, 712190
		96411	Museum services except for historical sites and buildings	712111, 712119, 712120, 712130, 712190
		96412	Preservation services of historical sites and buildings	712111, 712119, 712120, 712130, 712190
		96421	Botanical and zoological garden services	712111, 712119, 712120, 712130, 712190
		96422	Nature reserve services including wildlife preservation services	712111, 712119, 712120, 712130, 712190
Library and archive		84510	Library services	519110, 519121, 519122
		84520	Archive services	

Mapping of Central Product Classification Codes to NAICS (concluded)

Culture framework category	Sub-category	Product code CPC 1.1	Product description according to CPC version 1.0	NAICS 2002
Performing arts		96320	Services of authors, composers, sculptors and other artists, except performing artists	711111, 711112, 711120, 711190
Photography		83811	Portrait photographic services	453920, 541920, 812921
		83812	Advertising and related photography services	453920, 541920, 812921
		83813	Action photography services	453920, 541920, 812921
		83814	Specialty photography services	453920, 541920, 812921
		83815	Restoration, recopying and retouching services of photography	453920, 541920, 812921
		83819	Other photographic services	453920, 541920, 812921
		83820	Photography processing services	453920, 541920, 812921
Sound recording and music publishing	Printed music	73320	Licensing services for the right to use entertainment, literary or acoustic originals	414440, 451140, 512210, 512220, 512230, 512240, 711311, 711319, 711321, 711329
	Printed music	73340	Licensing services for the use of trademarks and franchises	414440, 451140, 512210, 512220, 512230, 512240, 711311, 711319, 711321, 711329
	Printed music	96310	Services of performing artists	414440, 512210, 512220, 512230, 512240, 711319, 711322, 711329
	Sound recordings	96320	Audio post-production services	414440, 451140, 512210, 512220, 512230, 512240, 711311, 711319, 711321, 711329
Writing and published works	Publishing services	84410	News agency services to newspapers and periodicals	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120.5 11130, 511190
	Publishing services	73320	News agency services to newspapers and periodicals	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120.5 11130, 511190
	Publishing services	73340	Licensing services for the rights to use trademarks and franchises	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190
	Publishing services	83540	Map-making services	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190, 516110, 611610, 711410, 711510
	Publishing services	83910	Translation and interpretation services	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190, 516110
	Publishing services	69121	Publishing, on a fee or contract basis	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190, 516110
	Books	96320	Services of authors, composers, sculptors and other artists, except performing artists	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190
	Newspapers and periodicals	96320	Services of authors, composers, sculptors and other artists, except performing artists	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190
	Other printed materials	96320	Services of authors, composers, and other artists, except performing artists	323113, 323114, 323115, 323116, 323119, 323120, 414420, 451210, 511110, 511120, 511130, 511190

Appendix F

Data Quality Statement – Commercial Services data

Commercial services

The Balance of Payments Division collects much of the detail on commercial services through its comprehensive annual survey of international service transactions of some 3,000 firms in Canada. The identification of new firms trading in cross-border services can be difficult. For the firms that are surveyed, however, the quality of the overall reported results is seen as reliable, and the 2004 response rate stood at 60%.[18]

The overall quality of the data on commercial services is reliable. The non-responses to the surveys, the main source of information, tend largely to be comprised of low or nil value transactions for the period. A provision based on analysis of taxation records is applied to allow for underreporting in the survey and operations too small to survey. If follow-ups do not result in sufficient data, amounts are imputed from past results, external information and broader projections of annual information as a control indicator. For the most part, the geographical detail on commercial services is reported directly by survey respondents according to the geographic coding instructions that are sent to them. When respondents do not or are unable to report full details, approximations are accepted or estimates made.

The response rate in 2003 for the comprehensive survey of international transactions in services, sent to over 2,300 firms in Canada, stood at 60%. To reduce the response burden, starting with the reference year 2003, more than 900 small respondents are surveyed once every three years instead of every year. In addition, three specific surveys of 223 insurance carriers and agencies showed response rates with an average of 94% for 2003.

A quarterly sample survey for the current year was redesigned as of the first quarter 2002. Its stratification was unlinked from six summary industry categories – whose 'other' grouping was predominant – to a direct sample of some 28 categories of receipts and payments. It employs – as before – two quarterly survey sources. The first source is a quarterly survey of some 520 firms, mainly Canadian-controlled. The second source comprises a selection of about 230 firms made from a quarterly survey of financial transactions of mainly foreign-controlled firms. Response rates on the expanded base were 60% in 2004.[19]

Lastly, accuracy of the commercial services series benefits from the extensive detailed reconciliation on current account transactions, which is conducted annually with the U.S. Bureau of Economic Analysis. This comparison assists in the data estimation process as well as in validation.[20]

Appendix G

Statistics Canada's Balance of Payments codes	Extended Balance of Payments Services Classification (EBOPS)	
Information services	264	Information services
Trademarks (royalties)	266	Royalties and license fees
Copyrights and related services (royalties)	266	Royalties and license fees
Advertising and related services	278	Advertising, market research, and public opinion polling
Architectural and engineering services	280	Architectural, engineering, and other technical services
Other miscellaneous services to business	284	Other business services
Other miscellaneous services to business	895	Education services
Broadcasting	288	Audio-visual and related services
Films	288	Audio-visual and related services
Performing arts	288	Audio-visual and related services
Performing arts	897	Other personal, cultural, and recreational services
Other audio-visual services	288	Audio-visual and related services
Trade unions/Personal, cultural and recreation	897	Other personal, cultural, and recreational services

Appendix H

Extended Balance of Payments Codes	Product code CPC 1.1	CPC 1.0	Product description according to CPS version 1.0
Information services	84410	84410	News agency services to newspapers and periodicals
	84420	84420	News agency services to audio-visual media
Trademarks	73320	73320	Licensing services for the right to use entertainment, literary or acoustic originals
	73340	73340	Licensing services for the rights to use trademarks and franchises
Advertising and related services	83610	83610	Planning, creating and placement services of advertising
Architectural and engineering services	83540	83540	Map-making services
	83212	83212	Architectural design and contract administration services
Other miscellaneous services to business	83410	83410	Interior design services
	83490	83490	Other specialty design services
	83811	83811	Portrait photographic services
	83812	83812	Advertising and related photography services
	83813	83813	Action photography services
	83814	83814	Specialty photography services
	83815	83815	Restoration, recopying and retouching services of photography
	83819	83819	Other services related to the production of motion pictures, video tapes and television and radio programmes (part)
	96149	96149	Other photographic services programmes
	83820	83820	Photography processing services
	96151	96151	Motion picture projection services
	83910	83910	Translation and interpretation services
	96152	96152	Video tape projection services
	85129	85129	Supply of other personnel services
Performing arts	86910	86910	Publishing, on a fee or contract basis
	96210	96210	Performing arts event promotion and organization
	96220	96220	Performing arts event production and presentation services
	92310	92310	Performing arts facility operation services
	96230	96230	University and other higher education services
	96290	96290	Other performing arts and live entertainment services
	96310	96310	Services of performing artists
Broadcasting	96121	96121	Motion picture, videotape and television programme production services
Other audio-visual services	96122	96122	Radio programme production services
	96320	96320	Services of authors, composers, sculptors and other artists, except performing artists
	96130	96130	Audio-visual production support services (part)
Trade unions/personal, cultural and recreation	96141	96141	Motion picture, video tape and television programme distribution services (part)
	84510	84510	Library services
	96142	96142	Film and video post-production services (part)
	84520	84520	Archive services
	96411	96411	Museum services except for historical sites and buildings
	96149	96149	Other services related to the production of motion pictures, video tapes and television and radio programmes (part)
	96412	96412	Preservation services of historical sites and buildings
	96160	96160	Broadcasting (programming and scheduling) services
	96421	96421	Botanical and zoological garden services
	96422	96422	Nature reserve services including wildlife preservation services
Films	73220	73220	Leasing or rental services concerning video tape
	96121	96121	Motion picture, video tape and television programme production services
	96130	96130	Audio-visual production support services (part)
	96141	96141	Motion picture, video tape and television programme distribution services (part)
	96142	96142	Film and video post-production services (part)

Glossary

Balance of payments

Statistical statement that systematically summarizes, for a specific time period, the economic transactions of an economy with the rest of the world.

CANSIM

The Canadian Socio-Economic Information Management System. The largest of Statistics Canada's public use data banks. It contains 700,000 statistical time series on Canada's population and economy, as well as some key international economic statistics.

Commercial services

Account of services in the current account that comprise all services other than travel, transportation and government services and that covers the following: communications, construction, insurance, other financial, computer and information, royalties and license fees, non-financial commissions, equipment rentals, management, advertising, engineering, other technical, miscellaneous services to business and audio-visual.

Double entry accounting

Basic accounting convention whereby every recorded transaction is represented by two entries (credit and debit) with equal values. This convention is used in compiling the balance of payments statement.

Information services

Information services covers online information retrieval services, including database services (the development of subject matter through to storage and dissemination) and computer-assisted document searches and retrievals; news agency services (such as syndicated reporting services to the media). If database charges are separable from related telecommunications charges, they are reported here for convenience. Because of data limitations, direct subscriptions to newspapers and periodicals are covered as part of mail imports in goods rather than with information services, as called for by international standards.

Royalties and licence fees

Royalties and licence fees covers the use of intellectual property rights (the sales of rights themselves are recorded in the capital account). The breakout of royalties and licence fees into five sub-categories was implemented from 1990 and goes beyond the provisions of international norms. For culture purposes, only two are used in the compilation of culture data, and are mentioned here.

Trademarks covers royalties or fees for the use of trademarks, that is, words, symbols, designs or combinations thereof that distinguish the holder's products or services from those of another provider.

Copyrights and related rights covers royalty or licence fees for the use of original artistic, literary, dramatic or musical works-for example, to stage productions or performances, or to make recordings or films. These originals or prototypes may take the form of text, data compilations or audio and visual products (such as films or sound recordings) and may or may not be in machine-readable format. Distribution rights for performances of completed audio-visual productions are reported with audiovisual services (see section 1.14). Fees for the replay of recordings or videos are recorded here. Royalties, licences or other fees for the right to use computer programs are reported below in software and other royalties. Additional provision for payments of cable services appears from the reference year 1997.

Advertising and related services

Advertising and related services covers:

- design, creation and marketing of advertisements by advertising agencies;
- placement of advertisements in newspapers, journals, radio, TV and other media, including the purchase and sale of advertising space; and
- participation in trade fairs and other promotional outlays, including exhibition services, telemarketing and delivery services of promotional material.

Costs of maintaining representative offices of banks in another country are included in the Canadian series. Also, some advertising outlays are reported with the data on airline transactions within transportation services. Classified here are services to advertise and promote travel that are purchased from non-residents by governments in Canada. Also covered are market research and public opinion polling services.

Architectural, engineering and other technical services

Architectural, engineering and other technical services covers a range of architectural and engineering activities together with a diverse group of scientific and technical services and specific services related to mineral extraction, processing and the environment.

Architectural and engineering services comprises consulting, design and predesign, as well as contract supervision services. Urban planning and landscape architectural services are covered as are the export or import of services for the management of projects after completion. Please also refer to construction services for the treatment of turnkey projects and projects of long duration (section 1.2).

Miscellaneous services to business

Miscellaneous business services covers a range of transactions not allocated elsewhere. These include real estate services (sales, commission fees and contracts for the management of properties including hotels and resorts), suits and settlements as they are deemed a cost of doing business; medical and dental laboratories; and education, training and staff development services.

Commercial or non-institutional education services cover charges for employee training and development. These services also cover services to the educational market such as testing, consulting and the development, delivery and adaptation of course materials and systems. Equipment sales and software replications for general sale, however, are excluded. (Fees incurred for attending full-time university and college programs are covered under personal travel; see above section on Travel).

Audiovisual services

Audiovisual services covers film and video production and distribution, broadcasting, performing arts and organized sports. More specifically, these may be services and associated fees related to the production of motion pictures (on film or videotape), radio and television programs (live or on tape) and musical recordings. Included are receipts or payment for rentals; fees received by resident actors, directors, producers, and other crew members for productions abroad (or by non-residents in the compiling economy); and fees for distribution rights sold to the media for a limited number of showings in specified areas.

Fees to actors or participants in theatrical or musical productions, organized sports and other activities intended for broadcast, as well as related distribution rights are also included. Certain distribution rights for sporting events are classified here.

Physical copies of films, programs, musical compositions, books and retail software should be excluded, being treated as goods. Also excluded here are copies of software for retail sale.

Personal, cultural and recreational services

At present, coverage is limited to data on international activity of trade unions. Figures, until recently estimated from annual returns filed with Statistics Canada under the former Corporations and Labour Unions Returns Act, are now projected since the Act no longer covers labour unions.

Endnotes

1 See Statistics Canada, *Canadian Framework for Culture Statistics*, Catalogue no. 81-595-MIE-2004021.

2 For instance, the System of National Accounts and the Extended Balance of Payments.

3 For example, the North American Industrial Classification System and the Central Product Classification.

4 See Appendix A for a more complete listing.

5 Statistics Canada, *Canada's International Trade in Services*, Catalogue no. 67-203, 2004, p. 79.

6 For a fuller discussion on how services are defined, see UN Statistical Office, *Manual on Statistics of International Trade in Services*, 2002 for the European Commission, International Monetary Fund, Organization for Economic Co-operation and Development, United Nations Conference on Trade and Development, and World Trade Organization. Appendix B provides a listing of service types produced by Balance of Payments Division.

7 See "What Is Intellectual Property?" by Laurence R. Hefter and Robert D. Litowitz for descriptions of copyright and other forms of intellectual property.

8 For details on the CPC, United Nations, Department of Economic and Social Affairs Statistics Division, *Central Product Classification (CPC), Version 1.1*, Statistical Papers, Series M No.77, VER1.1, United Nations, New York, 2004.

9 See Statistics Canada, *Canada's Balance of International Payments and International Investment Position, Concepts Sources, Methods and Products*, 2000,Catalogue no. 67-506-XIE.

10 For information on Balance of Payments services trade program, see Statistics Canada, *Canada's International Trade in Services*, 2004, Catalogue no. 67-203-XIE.

11 This material us based on the statistical notes provided in the metadata information from the International Transactions in Services Survey published by Balance of Payments Division, and can be accessed from the Statistics Canada website at: http://www.statcan.ca.

12 See Statistics on International Trade in Services Volume I, OECD/Eurostat, 2004. Appendix G presents the actual mapping used by culture during processing.

13 Appendix C lists the commercial services categories used by Balance of Payments Division to create culture categories in the Canadian Framework for Culture Statistics.

14 See Appendix D for a list of industries.

15 For a detailed accounting of the data quality from Balance of Payments, see Appendix F.

16 This material is based on the statistical notes provided in the metadata information from the International Transactions in Services Survey published by BOP, and can be accessed from the Statistics Canada website at: http://www.statcan.ca.

17 See *Canadian Framework for Culture Statistics*.

18 This statement was excerpted from *Canada's Balance of International Payments – Fourth Quarter 2004*, Catalogue no. 67-001 and is reproduced here simply for convenience. The entire document can be downloaded from Statistics Canada's website, free of charge.

19 A more detailed description of data quality can be found in *Canada's International Trade in Services, Data quality, concepts and methodology*, Statistics Canada, Catalogue no. 67-203-XIE.

20 For more details, see "Reconciliation of the Canada-United States Current Account," in Statistics Canada, Canada's Balance of International Payments, Third Quarter issue, (Catalogue no. 67-001-X).

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http://www.statcan.ca/cgi-bin/downpublistpub.cgi?catno=67F0001MIE2004022.

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Culture, Tourism and the Centre for Education Statistics

Research Papers

Cumulative index

Statistics Canada's **Division of Culture, Tourism and the Centre for Education Statistics** develops surveys, provides statistics and conducts research and analysis relevant to current issues in its three areas of responsibility.

The **Culture Statistics Program** creates and disseminates timely and comprehensive information on the culture sector in Canada. The program manages a dozen regular census surveys and databanks to produce data that support policy decision and program management requirements. Issues include the economic impact of culture, the consumption of culture goods and services, government, personal and corporate spending on culture, the culture labour market, and international trade of culture goods and services. Analysis is also published in *Focus on Culture* (87-004-XIE, free, http://www.statcan.ca/bsolc/english/bsolc?catno=87-004-X).

The **Tourism Statistics Program** provides information on domestic and international tourism. The program covers the Canadian Travel Survey and the International Travel Survey. Together, these surveys shed light on the volume and characteristics of trips and travellers to, from and within Canada.

The **Centre for Education Statistics** develops and delivers a comprehensive program of pan-Canadian education statistics and analysis in order to support policy decisions and program management, and to ensure that accurate and relevant information concerning education is available to the Canadian public and to other educational stakeholders. The Centre conducts fifteen institutional and over ten household education surveys. Analysis is also published in *Education Matters* (81-004-XIE, free, http://www.statcan.ca/bsolc/english/bsolc?catno=81-004-X), and in the *Analytical Studies Branch research paper series* (11F0019MIE, free, http://www.statcan.ca/bsolc/english/bsolc?catno=11F0019M).

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81-595-MIE2004014	In and out of high school: First results from the second cycle of the Youth in Transition Survey, 2002
81-595-MIE2004015	Working and Training: First Results of the 2003 Adult Education and Training Survey
81-595-MIE2004016	Class of 2000: Profile of Postsecondary Graduates and Student Debt
81-595-MIE2004017	Connectivity and ICT integration in Canadian elementary and secondary schools: First results from the Information and Communications Technologies in Schools Survey, 2003-2004

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81-595-MIE2004020	Culture Goods Trade Estimates: Methodology and Technical Notes
81-595-MIE2004021	Canadian Framework for Culture Statistics
81-595-MIE2004022	Summary public school indicators for the provinces and territories, 1996-1997 to 2002-2003
81-595-MIE2004023	Economic Contribution of Culture in Canada
81-595-MIE2004024	Economic Contributions of the Culture Sector in Ontario
81-595-MIE2004025	Economic Contribution of the Culture Sector in Canada – A Provincial Perspective
81-595-MIE2004026	Who pursues postsecondary education, who leaves and why: Results from the Youth in Transition Survey
81-595-MIE2005027	Salaries and salary scales of full-time teaching staff at Canadian universities, 2002-2003: final report
81-595-MIE2005028	Canadian School Libraries and Teacher-Librarians: Results from the 2003/04 Information and Communications Technologies in Schools Survey
81-595-MIE2005029	Manitoba Postsecondary Graduates from the Class of 2000: How Did They Fare?
81-595-MIE2005030	Salaries and Salary Scales of Full-time teaching Staff at Canadian Universities, 2004-2005: Preliminary Report
81-595-MIE2005031	Salaries and salary scales of full-time teaching staff at Canadian universities, 2003-2004: final report
81-595-MIE2005032	Survey of Earned Doctorates: A Profile of Doctoral Degree Recipients
81-595-MIE2005033	The Education Services Industry in Canada
81-595-MIE2005034	Connectivity and ICT Integration in First Nations Schools: Results from the Information and Communications Technologies in Schools Survey, 2003/04
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81-595-MIE2006039	Factors Affecting the Repayment of Student Loans
81-595-MIE2006040	Culture Goods Trade Data User Guide
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81-595-MIE2006044	Summary Public School Indicators for the Provinces and Territories, 1997-1998 to 2003-2004
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81-595-MIE2006046	Salaries and Salary Scales of Full-time Teaching Staff at Canadian Universities, 2005/2006: Preliminary Report
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81-595-MIE2007049	Educating Health Workers: A Statistical Portrait
81-595-MIE2007050	Summary Public School Indicators for the Provinces and Territories, 1997-1998 to 2003-2004
81-595-MIE2007051	Culture Employment in a North American Context
81-595-MIE2007052	Salaries and Salary Scales of Full-time Teaching Staff at Canadian Universities, 2006/2007: Preliminary Report
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